

INSTITUTE	FACULTY OF PHARMACY
PROGRAM	BACHELOR OF PHARMACY
SEMESTER	8
COURSE TITLE	PHARMA MARKETING MANAGEMENT
COURSE CODE	13PH0803
COURSE CREDITS	4

Objective:

- 1 The pharmaceutical industry not only needs highly qualified researchers, chemists and, technical people but also requires skilled managers who can take the industry forward by managing and taking the complex decisions which are imperative for the growth of the industry. The Knowledge and Know-how of marketing management groom the people for taking a challenging role in Sales and Product management.

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand general concepts and scope of marketing, Consumer & Industry buying buying behaviour, Market research, prescribing motivation.
- 2 Acquire the knowledge of product line, product mix decisions, product life cycle, portfolio analysis; product positioning.
- 3 Know the concepts relating to methods of product promotion.
- 4 Appreciate pharmaceutical marketing channels & role of professional sales representative.
- 5 Comprehend pricing methods and strategies, issues in price management in the pharmaceutical industry.

Pre-requisite of course:The pharmaceutical industry not only needs highly qualified researchers, chemists and, technical people but also requires skilled managers who can take the industry forward by managing and taking the complex decisions which are imperative for the growth of the industry. The Knowledge and Know-how of marketing management groom the people for taking a challenging role in Sales and Product management.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	1	0	75	15	10	0	0

Contents : Unit	Topics	Contact Hours
1	Marketing: Marketing: Definition, general concepts and scope of marketing; Distinction between marketing & selling; Marketing environment; Industry and competitive analysis; Analysing consumer buying behaviour; industrial buying behaviour. Pharmaceutical market: Quantitative and qualitative aspects; size and composition of the market; demographic descriptions and socio-psychological characteristics of the consumer; market segmentation & targeting. Consumer profile; Motivation and prescribing habits of the physician; patients' choice of physician and retail pharmacist. Analysing the Market; Role of market research.	10
2	Product decision Product decision: Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning; New product decisions; Product branding, packaging and labelling decisions, Product management in the pharmaceutical industry.	10
3	Promotion Promotion: Methods, determinants of the promotional mix, promotional budget; An overview of personal selling, advertising, direct mail, journals, sampling, retailing, medical exhibition, public relations, online promotional techniques for OTC products.	10
4	Pharmaceutical marketing channels: Pharmaceutical marketing channels: Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management. Professional sales representative (PSR): Duties of PSR, the purpose of detailing, selection and training, supervising, norms for customer calls, motivating, evaluating, compensation and prospects of the PSR.	8
5	Pricing: Pricing: Meaning, importance, objectives, determinants of price; pricing methods and strategies, issues in price management in the pharmaceutical industry. An overview. of DPCO (Drug Price Control Order) and NPPA (National Pharmaceutical Pricing Authority). Emerging concepts in marketing: Vertical & Horizontal Marketing; Rural Marketing; Consumerism; Industrial Marketing; Global Marketing.	7
Total Hours		45

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Tutorials Tutorial-1, Tutorial-2, Tutorial-3, Tutorial-4, Tutorial-5, Tutorial-6, Tutorial-7, Tutorial-8, Tutorial-9, Tutorial-10, Tutorial-11, Tutorial-12, Tutorial-13, Tutorial-14, Tutorial-15	15
Total Hours		15

Textbook :

- 1 Philip Kotler and Kevin Lane Keller: Marketing Management, , Prentice-Hall of India, , New Delhi., 1967

References:

- 1 Walker, Boyd and Larreche: Marketing Strategy- Planning and Implementation, Tata McGraw-Hill, New Delhi.
- 2 Dhruv Grewal and Michael Levy: Marketing, Tata McGraw-Hill.
- 3 Arun Kumar and N Meenakshi: Marketing Management, Vikas Publishing, India
- 4 Rajan Saxena: Marketing Management; Tata McGraw-Hill (India Edition).
- 5 Ramaswamy, U.S & Nanakamari, S: Marketing Management: Global Perspective, Indian Context, Macmillan India, New Delhi.
- 6 Shanker, Ravi: Service Marketing, Excel Books, New Delhi.
- 7 Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications.

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 The course delivery method will depend upon the requirement of content and the need of students. The teacher in addition to the conventional teaching method by the blackboard may also use any tools such as demonstration, role play, quiz, brainstorming, MOOCs etc.
- 2 The internal evaluation will be done based on continuous evaluation of students in the laboratory and classroom.
- 3 Students will use supplementary resources such as online videos, NPTEL videos, MOOCs/ e-courses, virtual laboratories.